



## MILLER THEATRE ADVISORY BOARD (MTAB) 2019 REVIEW

- Miller Outdoor Theatre hosted 136 artistically and culturally diverse performances and events, attracting 298,350 Houstonians and visitors to these exceptional free productions. With a total HOT investment of \$2,518,933 in MTAB, ROI for the City was \$8.44. HOT distributed through 34 grants and 25 presented programs (125 performances) was \$1,787,944; with attendance of 256,350, ROI for the City was \$6.97.
- MTAB has fulfilled reporting requirements in the HOT agreement including filing the 2018 audit by June 30, 2019; submitting monthly MWDBE utilization reports (exceeding the goal by more than 7.733% to date); and filing quarterly HOT expenditure reports on time.
- MTAB continues to solicit grant applications from qualified minority performing arts groups in its quest to increase diversity in grantees and grants programming and received applications from 4 new and 2 previously funded diverse organizations for 2020 funding.
- Mayor Turner hosted the inaugural Jazz on the Hill at Miller featuring headliner Kirk Whalum that attracted 3,000 Houstonians and visitors. Plans are for this to become an annual happening at Miller Outdoor Theatre.
- Debbie Moffett of DGM Consulting led the Board through a Strategic Planning Process which will continue into 2020, culminating in the 2023 Centennial Celebration for Miller Outdoor Theatre.
- MTAB raised \$435,000 from foundations, corporations, National and State governmental agencies in 2019, exceeding the budgeted amount by \$88,000. MTAB received grants from the NEA in support of A Gulf Coast Juneteenth in 2017, 2018 and 2019.
- TripSavvy (travel advice website reaching more than 8 million readers monthly) named Miller Outdoor Theatre the 2019 TripSavvy Editors' Choice Hall of Fame Winner – Culture Vultures category. Of 60,000 “best of the best” businesses reviewed, only .3% make the cut and MOT was one of those select few worldwide to receive such recognition!
- Since the HOT contract took effect in 2014, MTAB has hosted 773 admission free performances and events serving 2,313,705 Houstonians and visitors and issued 210 grants to non-profit performing arts and community organizations. With a total HOT investment in MTAB of \$14,919,851, ROI for the City is \$6.44 per person.
- In 2017 in the wake of the devastation of Hurricane Harvey, MTAB joined forces with the 7 resident Theater District organizations to host *Houston Strong: A Theater District Benefit Honoring Local Heroes*, an extraordinary free collaboration at Miller Outdoor Theatre from organizations that were severely impacted by the storm damage, drawing an audience of 4,000.
- Redesigned website was launched in 2018.
- In 2018, celebrated the 95<sup>th</sup> anniversary season with special branding and #CelebrateMiller encouragement from Mayor Sylvester Turner. Culminated the year-long festivities with the most successful fundraising event in MTAB history, *Thriller at Miller*, surpassing the goal and raising nearly \$250,000.